



Round 2: Task Guidelines

Timeline: T-10

Let's talk business!

Management Events are the National-level Business competitions organized for the B-school & corporate community. It is further categorized into Flagship Events, Domain Events, Online Events, Case Studies and On the Spot Events.

The vertical witnesses participation from Top B-schools of India and hosts case competitions for top corporates such as ITC, Tolaram, Devyani International, Hero MotoCorp, and many more.

UP State Road Transport Corporation (UPSRTC), a sponsor, got confirmed 15 days prior to the fest. You need to design an event (including detailed timelines), which can attract maximum participation. The event must include 2 qualifying rounds and the final round.

Deliverables:

- Power-point presentation or word document

Expectations:

- Out of the box thinking in event designing
- Ways to attract maximum participation from top b-schools

Note: Make reasonable assumptions wherever necessary. Feel free to add any other details (over and above the expectations) that you might deem relevant. The write-up should be in a bulleted format.

P.S.: Brownie points for detailing & variety. Surprise us!

We hope you enjoy the task! All the best!
For any queries regarding the task contact – Kritika or Umang

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